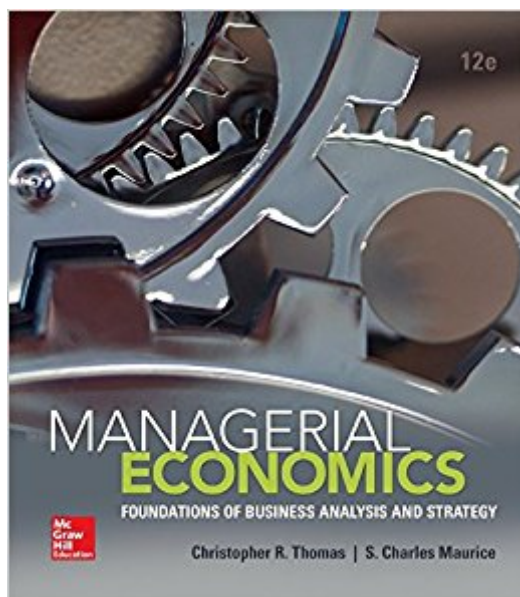


The book was found

Managerial Economics (The Mcgraw-Hill Economics Series)



Synopsis

The goal of Thomas and Maurice's *Managerial Economics* is to teach students the economic way of thinking about business decision and strategy. This edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing the daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. *Managerial Economics* is a self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 12th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

Book Information

Series: The McGraw-Hill Economics Series

Hardcover: 736 pages

Publisher: McGraw-Hill Education; 12 edition (September 22, 2015)

Language: English

ISBN-10: 0078021901

ISBN-13: 978-0078021909

Product Dimensions: 8.2 x 1.2 x 9.4 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars 5 customer reviews

Best Sellers Rank: #16,081 in Books (See Top 100 in Books) #41 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#) #43 in [Books > Business & Money > Economics > Microeconomics](#)

Customer Reviews

Professor Emeritus of Economics at Texas A&M University. He spent 30 years in the Department of Economics at Texas A&M, where he served as Department Head from 1977 through 1981, and held the Rex B. Grey University Professorship of Free Enterprise from 1981 through 1985. Professor Maurice published numerous articles on microeconomic theory in the top economic journals. He co-wrote two scholarly books on natural resource depletion: *The Doomsday Myth* and *The Economics of Mineral Extraction*. He also wrote with Charles Ferguson, and later Owen Phillips, the

widely used intermediate level microeconomics textbook Economic Analysis, which was published from 1971 to 1996. Professor Maurice retired to Gainesville, Florida, where he lived until his death in the Spring of 1999. Currently associate professor of economics at University of South Florida. He worked for two years as an energy economist at Oak Ridge National Laboratory before joining the faculty at USF in 1982. He now teaches managerial economics at the undergraduate level and in two executive training programs, a traditional Executive MBA program and an Executive MBA program for physicians that draws doctors nationwide. Professor Thomas has published numerous articles on government regulation of industry and antitrust issues in Quarterly Journal of Economics, Journal of Law and Economics, Southern Economic Journal, Journal of Economics and Business, Quarterly Review of Economics and Business, and Journal of Economic Education. He serves as a policy associate at the Center for Economic Policy Analysis at University of South Florida. Professor Thomas lives with his wife and daughter in Tampa, Florida, where he enjoys playing tennis.

There was a wire, and bluetooth earpiece oddly included in my package- it was kind of gross. Also, the book was re-bound and the page that should have included the ISBN was not there so I cannot check if it is the exact book I need. There should have been a note or description about this before placing the order.

great price

There is no way this book is "New." The corners of the book are rounded over, the spine of the book is wrinkled and when you open the front cover, the hard back cover is starting to separate from the bound pages

The book was like new and is helping me tremendously with my class!

I learned so much from this textbook. I recommend it to professors everywhere. This book features practical applications and review topics as a plus.

[Download to continue reading...](#)

Managerial Economics & Business Strategy (Mcgraw-Hill Series Economics) Managerial Economics (The Mcgraw-Hill Economics Series) Managerial Economics & Business Strategy (Mcgraw-Hill Economics) Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION McGraw-Hill Education 500

Financial Accounting and Reporting Questions for the CPA Exam (McGraw-Hill's 500 Questions)
McGraw-Hill Education 500 Auditing and Attestation Questions for the CPA Exam (McGraw-Hill's 500 Questions)
The McGraw-Hill 36-Hour Course: Finance for Non-Financial Managers 3/E (McGraw-Hill 36-Hour Courses)
McGraw-Hill Education 500 Regulation Questions for the CPA Exam (McGraw-Hill's 500 Questions)
McGraw-Hill Education 500 Business Environment and Concepts Questions for the CPA Exam (McGraw-Hill's 500 Questions)
McGraw-Hill's National Electrical Code 2017 Handbook, 29th Edition (Mcgraw Hill's National Electrical Code Handbook)
McGraw-Hill Education: 10 ACT Practice Tests, Fifth Edition (Mcgraw-Hill's 10 Act Practice Tests)
McGraw-Hill Education: Top 50 ACT Math Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score)
McGraw-Hill Education 10 ACT Practice Tests, Fourth Edition (Mcgraw-Hill's 10 Act Practice Tests)
McGraw-Hill's 500 ACT English and Reading Questions to Know by Test Day (Mcgraw Hill's 500 Questions to Know By Test Day)
McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score)
McGraw-Hill Education 5 TEAS Practice Tests, Third Edition (Mcgraw Hill's 5 Teas Practice Tests)
McGraw-Hill Education Strategies for the GED Test in Mathematical Reasoning with CD-ROM (Mcgraw Hill's Ged Mathematics)
McGraw-Hill's Catholic High School Entrance Exams, 3rd Edition (McGraw-Hill's Catholic High School Entrance Examinations)
McGraw-Hill Education SAT Subject Test Literature 3rd Ed. (Mcgraw-Hill's Sat Subject Test Literature)
McGraw-Hill Education GRE 2018 (Mcgraw Hill Education Gre Premium)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)